1.   1.   (Currently Amended) A method of determining product demand using a data
2. processing system and collected network session data from at least one product selection
3. network site, the method comprising:
4.   performing using a processor of the data processing system:~, wherein the data processing~
5.   ~system includes a computer system:~
6.   developing a set of master session profiles from a first set of users to determine
7.   product demand by a second set of users, wherein the master session
8.   profiles include product demand indicators;
9.   processing at least a subset of user session data from the second set of users to
10.   evaluate the user session data using the master session profiles; and
11.   determining product demand from the evaluations of at least the subset of the user
12.   session data from the second set of users.

1.   2.   (Original)   The method of claim 1 wherein the product demand includes
2. information regarding the demand of one or more features of a product.

1.   3.   (Original)   The method of claim 1 wherein the product demand indicators
2. include values of data types.

1.   4.   (Original)   The method of claim 1 wherein developing a set of master session
2. profiles comprises:
3.   developing a set of master session profiles from recorded data associated with users who
4.   either submitted a product lead or purchased a product.

1.   5.   (Original)   The method of claim 1 wherein developing a set of master session
2. profiles comprises:
3.   collecting network session data from a plurality of user sessions conducted with the
4.   network site(s);

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5   matching at least a subset of each set of collected user network session data with one or

6   more factors indicating a product demand authenticity; and

7   assigning an indicator reflecting the product demand authenticity of each user session of

8   the master session profiles.

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1   6.   (Original)   The method of claim 5 wherein at least one of the factors

2 indicating product demand authenticity is a propensity of the user to actually purchase a product

3 offered by the network site accessed by the user.

1   7.   (Original)   The method of claim 5 wherein the indicator is a relative scoring

2 reflecting that relates product demand authenticity between user sessions.

1   8.   (Original)   The method of claim 5 wherein evaluating user session data using

2 the master session profiles comprises:

3   matching at least a subset of the product demand indicators present in a user session with

4   product demand indicators in the master session profiles.

1   9.   (Original)   The method of claim 8 further comprising:

2   assigning an indicator reflecting the product demand authenticity of each user session that

3   is matched with the master session profiles.

1   10.   (Original)   The method of claim 1 wherein determining product demand from

2 the evaluations comprises:

3   associating product demand evaluations with specific products;

4   weighting evaluations in accordance with a product demand authenticity indicator; and

5   comparing the weighted evaluations of users sessions selecting a particular product

6   against a total set of weighted evaluations of user sessions.

1   11.   (Original)   The method of claim 1 wherein the user session data includes data

2 types associated with each users navigation of the network site during configuration of a product.

1   12.   (Original)   The method of claim 1 wherein evaluating user session data using

2 the master session profiles comprises:

3   processing the user session data in accordance with a decision tree using data from the

4   master session profiles as decision criteria.

1   13.   (Original)   The method of claim 1 wherein determining product demand from

2 the evaluations comprises determining product demand in accordance with:

3

$$PD_j = \frac{\sum_{i=0}^{n} k_{ji}}{\sum_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4 where:

5   j represents a specific product,

6   PD_j represents the product demand information for product j,

7   n = total number of user sessions selecting product j,

8   k = user session scores,

9   k_j = user session scores for product j; and

10   m = total number of user sessions for all products.

11   N = total number of products.

1   14.   (Currently Amended) A method of determining product demand using a data

2 processing system and collected network session data from at least one product selection

3 network site, the method comprising:

4   performing using a processor of the data processing system~~, wherein the data processing~~

5   ~~system includes a computer system~~:

6   processing at least a subset of collected user session data to evaluate

7   characteristics of the user session data against product demand

8   characteristics derived from a set of master session profiles, wherein the

9   master session profiles include product demand indicators and the master

10			session profiles are developed from a first set of users and the collected
11			user session data is from a second set of users; and
12			determining product demand from the evaluations of at least the subset of the user
13			session data from the second set of users.

1   15.   (Original)   The method of claim 14 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1   16.   (Original)   The method of claim 14 wherein the product demand indicators
2 include values of data types.

1   17.   (Original)   The method of claim 14 wherein developing a set of master session
2 profiles comprises:
3   developing a set of master session profiles from recorded data associated with users who
4   either submitted a product lead or purchased a product.

1   18.   (Original)   The method of claim 14 further comprising: wherein developing a
2 set of master session profiles comprises:
3   developing the set of master session profiles, wherein developing a set of master session
4   profiles comprises:
5   collecting network session data from a plurality of user sessions conducted with
6   the network site(s);
7   matching at least a subset of each set of collected user network session data with
8   one or more factors indicating a product demand authenticity; and
9   assigning an indicator reflecting the product demand authenticity of each user
10   session of the master session profiles.

1   19.   (Original)   The method of claim 18 wherein at least one of the factors
2 indicating product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1   20.   (Original)   The method of claim 18 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1   21.   (Original)   The method of claim 18 wherein evaluating user session data using
2 the master session profiles comprises:
3   matching at least a subset of the product demand indicators present in a user session with
4   product demand indicators in the master session profiles.

1   22.   (Original)   The method of claim 21 further comprising:
2   assigning an indicator reflecting the product demand authenticity of each user session that
3   is matched with the master session profiles.

1   23.   (Original)   The method of claim 14 wherein determining product demand
2 from the evaluations comprises:
3   associating product demand evaluations with specific products;
4   weighting evaluations in accordance with a product demand authenticity indicator; and
5   comparing the weighted evaluations of users sessions selecting a particular product
6   against a total set of weighted evaluations of user sessions.

1   24.   (Original)   The method of claim 14 wherein the user session data includes
2 data types associated with each users navigation of the network site during configuration of a
3 product.

1   25.   (Original)   The method of claim 14 wherein evaluating user session data using
2 the master session profiles comprises:
3   processing the user session data in accordance with a decision tree using data from the
4   master session profiles as decision criteria.

1   26.   (Currently Amended) A method of determining product demand using an

2   electronic data processing system, the method comprising:

3   performing using a processor of the data processing system~~;, wherein the data processing~~

4   ~~system includes a computer system:~~

5   collecting data from multiple user sessions from a first set of users with a world

6   wide web ("Web") site, wherein the user sessions involve selecting a

7   product marketed by the Web site and the collected data includes user

8   navigation data related to selection of a product and Web page data as

9   provided to each of the users in the first set of users;

10   developing a product demand master profile set from the collected data;

11   collecting a second set of user session data from a second set of users; and

12   matching the second set of user session data with the master profile set to

13   determine product demand.

1   27.   (Original)   The method of claim 26 wherein matching the second set of user

2   sessions with the master profile set comprises matching values of data types collected from each

3   of the second set of user sessions with a master profile from the master profile set using a

4   decision tree.

1   28.   (Original)   The method of claim 26 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   29.   (Previously Presented)   A system for determining product demand using a

2   data processing system and collected network session data from at least one product selection

3   network site, the system comprising:

4   master session profile generation system to develop a set of master session profiles from

5   a first set of users to determine product demand by a second set of users, wherein

6   the master session profiles include product demand indicators; and

7   a processing engine to process at least a subset of user session data from the second set of
8   users to evaluate the user session data using the master session profiles and
9   determine product demand from the evaluations.

1   30.   (Original)   The system of claim 29 further comprising:
2   a session recording system to collect network session data from at least one product
3   selection network site.

1   31.   (Original)   The system of claim 29 wherein the processing engine determines
2   product demand in accordance with:

$$PD_j = \frac{\sum_{i=0}^{n} k_{ji}}{\sum_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4   where:
5   j represents a specific product,
6   PD_j represents the product demand information for product j,
7   n = total number of user sessions selecting product j,
8   k = user session scores,
9   k_j = user session scores for product j; and
10   m = total number of user sessions for all products.
11   N = total number of products.

1   32.   (Original)   The system of claim 29 wherein the product demand includes
2   information regarding the demand of one or more features of a product.

1   33.   (Original)   The system of claim 29 wherein the product demand indicators
2   include values of data types.

1   34.   (Original)   The system of claim 29 wherein the master session profiles are

2   developed from a set of master session profiles from recorded data associated with users who

3   either submitted a product lead or purchased a product.

1   35.   (Original)   The system of claim 29 wherein the network session data includes

2   data from a plurality of user sessions conducted with the network site(s) and to determine

3   product demand from the evaluations the processing engine matches at least a subset of each set

4   of collected user network session data with one or more factors indicating a product demand

5   authenticity and assigns an indicator reflecting the product demand authenticity of each user

6   session of the master session profiles.

1   36.   (Original)   The system of claim 35 wherein at least one of the factors

2   indicating product demand authenticity is a propensity of the user to actually purchase a product

3   offered by the network site accessed by the user.

1   37.   (Original)   The system of claim 35 wherein the indicator is a relative scoring

2   reflecting that relates product demand authenticity between user sessions.

1   38.   (Original)   The system of claim 35 wherein to determine product demand

2   from the evaluations the processing engine further matches at least a subset of the product

3   demand indicators present in a user session with product demand indicators in the master session

4   profiles.

1   39.   (Original)   The system of claim 38 wherein the processing engine assigns an

2   indicator reflecting the product demand authenticity of each user session that is matched with the

3   master session profiles.

1   40.   (Original)   The system of claim 29 to determine product demand from the

2   evaluations the processing engine associates product demand evaluations with specific products,

3   weights evaluations in accordance with a product demand authenticity indicator, and compares

4   the weighted evaluations of users sessions selecting a particular product against a total set of

5   weighted evaluations of user sessions.

1   41.   (Original)   The system of claim 29 wherein the user session data includes data

2   types associated with each users navigation of the network site during configuration of a product.

1   42.   (Original)   The system of claim 29 to evaluate user session data using the

2   master session profiles, the processing engine processes the user session data in accordance with

3   a decision tree using data from the master session profiles as decision criteria.

1   43.   (Previously Presented)   A computer program product comprising

2   instructions encoded thereon to determine product demand using a data processing system and

3   collected network session data from at least one product selection network site, the instructions

4   are executable by a processor to:

5   develop a set of master session profiles from a first set of users to determine product

6   demand by a second set of users, wherein the master session profiles include

7   product demand indicators;

8   process at least a subset of user session data from the second set of users to evaluate the

9   user session data using the master session profiles; and

10   determine product demand from the evaluations.

1   44.   (Currently Amended) A system to determine product demand using a data

2   processing system and collected network session data from at least one product selection

3   network site, the system comprising:

4   means for developing a set of master session profiles from a first set of users to determine

5   product demand by a second set of users, wherein the master session profiles

6   include product demand indicators;

7 means for processing at least a subset of user session data from the second set of users to

8   evaluate the user session data using the master session profiles; and

9 means for determining product demand from the evaluations <u>of at least the subset of the</u>

10   <u>user session data from the second set of users</u>.